

Note for Rush, Sonya

From: Rush, Sonya

Date: Wed, Aug 30, 1995 8:42 AM

Subject: RE: Revised media brief Slims

To: Berk, Shanna; Lemke, Keri; Schneider, Rita

Cc: DAlessandro, Giuseppe; Lauinger, Thomas; LeVan, Suzanne; Marin, Wendy; Marryshow, Karen; Simons, Renee

Shanna and Keri,

Below is the recap of additional changes to the revised Media brief that we discussed on Tuesday:

- Budget - changed to \$30.5MM
- Geography: For the entire year of 1996, the primary markets are Virginia Slims markets and the Secondary markets are Misty markets.
- Communication goals, print, new creative: introductory time length should be based on your judgement on the reach and recognition we are trying to achieve. We do not want to specify a the 2 months for introductory period.
- Communication goals, OOH, current creative: Tier 1 markets are Virginia Slims markets and Tier 2 markets are Misty markets.
- consider 2 options for "Ask Virigina":
  - Option 1 : continue "Ask Virigina" through Septebmer 1995
  - Option 2: cease "Ask Virigina" as of March 1996.

No more changes until you come in and discuss with us. If you have any questions, please call or e-mail.

thanks

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